

**UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF MASSACHUSETTS**

THE HIPSAVER COMPANY, INC.,

Plaintiff,

V.

J.T. POSEY COMPANY,

Defendant.

Civil Action No. 05-10917 PBS

**APPENDIX OF EXHIBITS IN SUPPORT OF J.T. POSEY COMPANY'S
OPPOSITION TO THE HIPSAVER COMPANY, INC.'S (1) MOTION
FOR SUMMARY JUDGMENT TO DISMISS J.T. POSEY'S COUNTERCLAIMS;
AND (2) MOTION FOR PARTIAL SUMMARY JUDGMENT FOR LITERALLY
FALSE ADVERTISING**

Exhibit No.	Description
1	Collective Exhibit of J.T. Posey Advertising [Exhibit 1 to HipSaver's Motion], renumbered 1.01 to 1.39.
2	Screen Shot from J.T. Posey Hipsters III Videotape [Exhibit 2 to HipSaver's Motion], renumbered 2.01.
3	Posey Hipsters Sales Flyer (Second Generation), Part No. M6023
4	Posey 2002 Care Alternatives Division, Patient Safety and Restraints Catalog – Alternative Cover Page and page 25
5	Posey Tight Rope Walker Flyer (Second Iteration), Part No. M6079
6	Posey Tight Rope Walker Flyer (Third Iteration), Part No. M6079
7	Posey Tight Rope Walker Flyer (Sixth Iteration), Part No. M6079
8	Posey Hipsters Product Instruction Sheet, Part No. M6139
9	Posey Hipsters Product Instruction Sheet, Part No. M6139
10	Transcript of Hearing on July 12, 2005
11	Rebuttal Expert Report of Edward Ebramzadeh (Confidential – Filed Separately Under Seal)
12	Excerpts from the Deposition of Victoria Lewis, taken December 15, 2005
13	Excerpts from the Deposition of Edward L. Goodwin, taken October 18, 2005 and March 3, 2006

Respectfully submitted,

Dated: January 8, 2007

J.T. POSEY COMPANY

By its attorneys,

/s/ Douglas H. Morseburg

Jeffrey G. Sheldon (CA Bar No. 67516)

Douglas H. Morseburg (CA Bar No. 26205)

SHELDON MAK ROSE & ANDERSON
225 South Lake Avenue, Suite 900
Pasadena, CA 91001
(626) 796-4000

Anthony J. Fitzpatrick (BBO # 564324)
DUANE MORRIS LLP
470 Atlantic Avenue, Suite 500
Boston, MA 02210
(617) 289-9200

CERTIFICATE OF SERVICE

I certify that this document has been filed through the Electronic Case Filing System of the United States District Court for the District of Massachusetts and will be served electronically by the court to the Registered Participants identified in the Notice of Electronic filing.

January 8, 2007

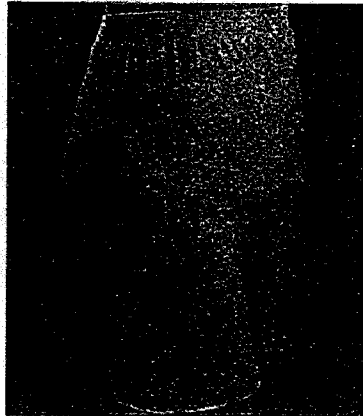
/s/ Donald K. Piper

Donald K. Piper

EXHIBIT 1

PART 1

POSEY HIPSTERS HELP PROTECT AGAINST INJURY FROM FALLS



It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. The Hipsters' high energy-absorbing foam pads are positioned precisely over the hip bones, increasing the odds of surviving a fall uninjured. The Hipsters are comfortable and slim enough to be virtually undetectable under clothing. By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.

- High impact-absorbing viscoelastic pads protect hip bones against injury from falls
- Soft, comfortable pads improve compliance versus hard-shelled products
- Washable to CDC standards for soiled linen without removing the pads
- 100% latex-free
- Five sizes for correct fit
- Discreet, low-profile pads are virtually undetectable under clothing

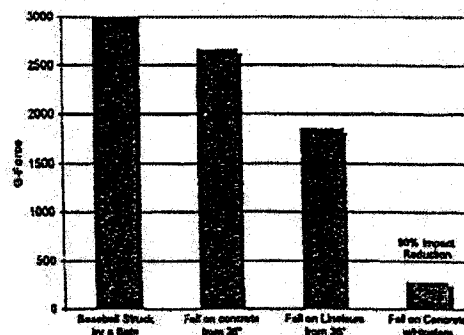


Low Profile - All styles fit discreetly under men's and women's clothing.



Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120 lb. subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force on average by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories.
Data on file at J.T. Posey Company *Source: www.madsci.org

Special offer: 30-day no-risk free trial.
Test the Posey Hipsters for yourself with no obligation to buy.

PC 1744

Clinical References Supporting the Use of Hip Protectors

Title: External Hip Protectors to Prevent Osteoporotic Hip Fractures
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations: "With improved compliance, external hip protectors should be an effective prophylactic against hip fractures."

Title: Prevention Of Hip Fracture in Elderly People
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

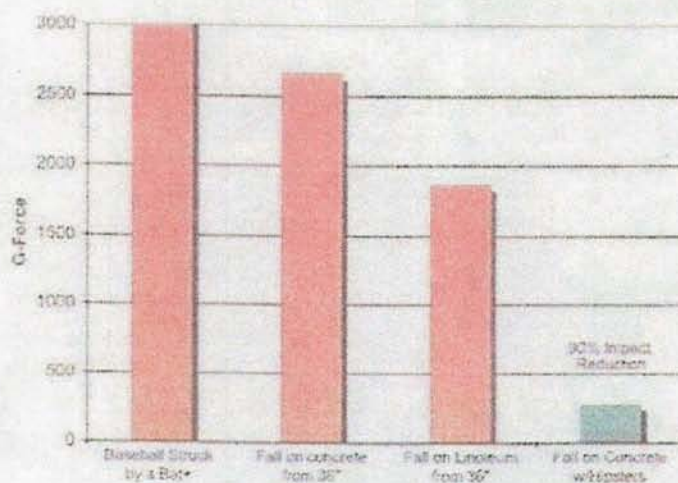
Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community-based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector. Only 41 persons need to use the hip protector for one year (or 8 persons, for five years) in order for one fracture to be prevented."

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material as of July 2001. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120lb subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,600G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force by 90% and showed excellent impact energy absorption.



PC 3009

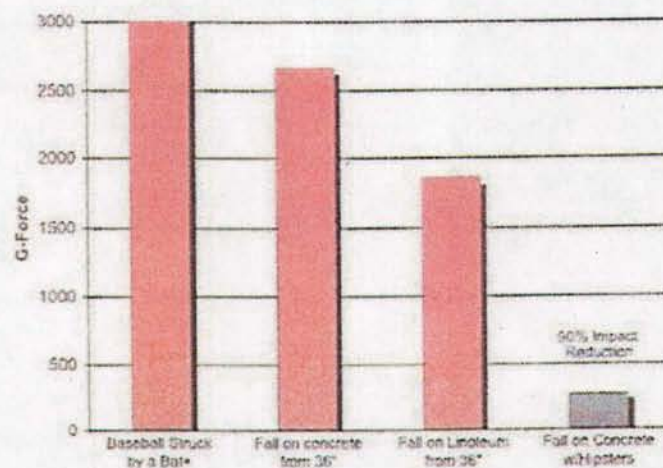
Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company.
*Source: www.medsociety.org

J.T. Posey Company, 5635 Peck Road, Arcadia, CA 91006-0010 • Phone 800-447-6739 • Fax 800-767-3933 • www.posey.com

M0421-04/03/02

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material as of July 2001. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120lb subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force by 90% and showed excellent impact energy absorption.

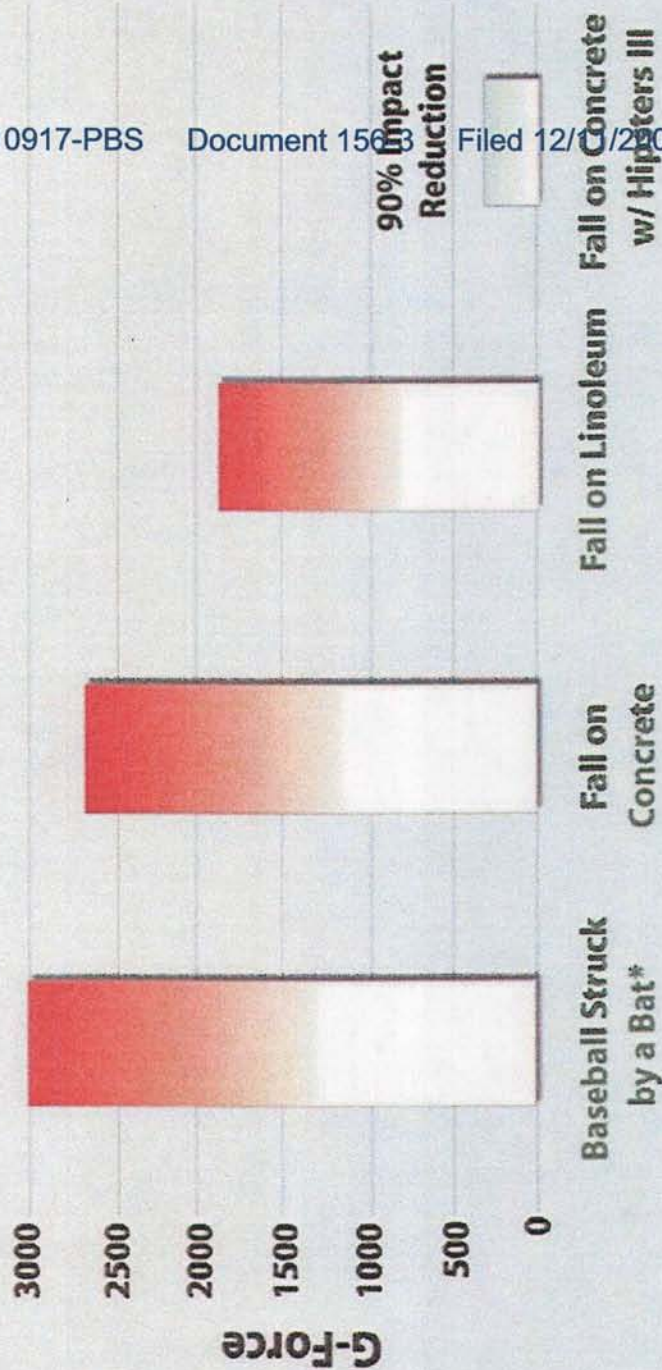


Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company
*Source: www.madsci.org

PC 3007



POSEY CA
Care Alternatives Division



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J. Posey Company
Source www.madsci.org

"In an independent laboratory test designed to simulate a fall causing direct impact to the greater trochanter, the Posey Hipster III reduced the impact force by 90%, the best results of any hip protector available."

EXHIBIT 1

PART 2

From: Jeffrey Yates
Sent: Friday, July 27, 2001 5:30 PM
To: 'Robert.Weaver2@med.va.gov'; Gary Platzman
Cc: Dorene.Opava-Rutter@med.va.gov; Vicky Walters; Ernie Posey; 'jim.mcfall@med.va.gov'
Subject: Impact Data regarding Posey Hipsters



HipsterIII VA.doc

Greetings,

Thank you for your message Bob.

Attached to this email is an outline of the impact tests that were recently completed on the New Posey Hipster III product. The New Posey Hipster III absorbs 90% of the impact force of a fall (27% better performance than the current Hipster product).

Manufacturing will begin in a few weeks and I expect we will be in-stock and ready to ship near the end of August.

Vicky and I would like to meet with you early next week to review this study, present the falls research papers we have collected and most importantly, discuss the correlation of the data from the 1994 and 1999 Finnish and studies to the laboratory tests completed on our product this week through an independent testing facility.

If you are in agreement with the test results, Vicky and I would like to work with you on test protocols for a clinical trial on this product and any other products of interest. As Gary and I mentioned during our visit, Posey will provide a reasonable quantity of the Hipster III for clinical trials at NO COST. This is how confident we are that the new Posey Hipster III is the best energy absorbing external hip protector on the market.

I left voicemails for Dr. Rutter and Bob Weaver today (7/27) and will follow-up with another call on Monday to confirm receipt of this email.

I hope you have/had a great weekend.

Jeffrey Yates
Director of Marketing
J.T. Posey Company
5635 Peck Road
Arcadia, CA 91006
(626) 443-3143 x102
(626) 443-5064 - Fax
jyates@posey.com

PC 0853



Posey Company

5635 Peck Road
Arcadia, CA 91006-0020 USA
Web: www.posey.com

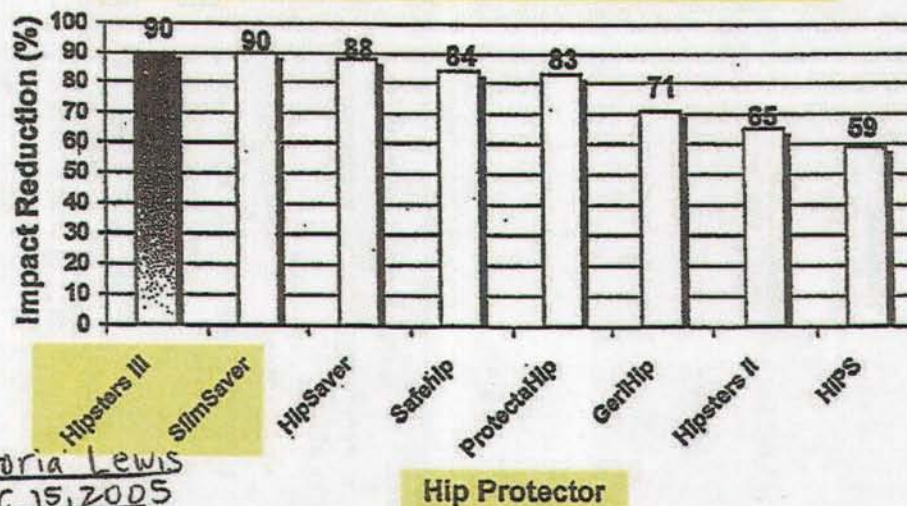
Victoria Walters
Product Manager
Tel: (626) 443-3143 Ext. 181
Fax: (626) 443-5064
Email: vwalters@posey.com

Posey Impact Test Results July 26, 2001

The graph below depicts the level of impact reduction from different commercially available hip protector products sold in the US when tested according to the following protocol.

1. Tests were conducted using a guided drop tower
 - missile weight = 72.5lbs
 - contact surface = 6 inches in diameter
 - drop height = 28.5 inches
1. Three drops per specimen
2. Three-minute recovery time between drops
3. All measurements were recorded in G-Force
4. A baseline of 2,660G was used to measure impact absorption. We estimate that 2,660G's is the approximate impact force to the area of the greater trochanter for a 120lb person falling from a height of 36".

Hip Protector Impact Reduction Rate Comparison



Deposition of Victoria Lewis
Date December 15, 2005
Plaintiff's Exhibit 90
For Identification:
Denise Herft, CSR 12982

Manufacturers and worldwide distributors of quality healthcare products since 1937

CONFIDENTIAL
ATTY'S EYES ONLY

PC 0852

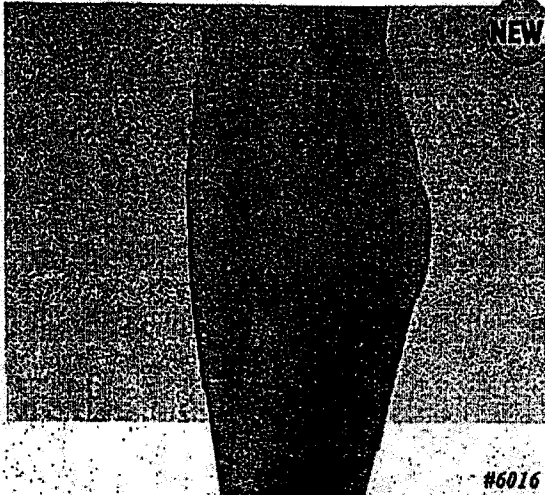
POSEY CA

Alternatives in Care

FALL PREVENTION

POSEY HIPSTER III

Indications: Patients at risk for falling; those at risk for hip fracture.

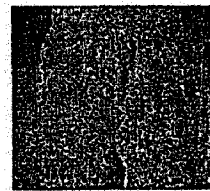


Several studies have documented the efficacy of external hip protectors in preventing hip fractures. The Posey Hipster III features impact absorbing pads over the critical fracture area to help minimize potential damage, including hip fractures that can occur from a fall. The brief is made from comfortable poly-cotton-Lycra® with a low-profile pad positioned over each hip. These low profile pads are sewn into a slim fitting brief allowing the Hipster III to be discreetly worn under clothing. The one-piece design allows for easy home or institutional laundering.

Hipster III is available in two styles; standard unisex and incontinent models. The standard unisex brief easily slips on over undergarments or can be worn as underwear. The incontinent brief features a snap front for easier application over adult diapers. The Hipster III fits comfortably around the patient's waist and features a latex-free elastic waistband. 47% polyester, 47% cotton, 6% Lycra. Latex-free.

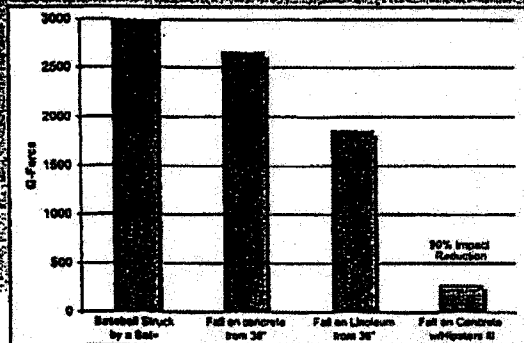
CAT #	STYLE
6016	Hipsters III Standard Brief (Replaces Posey #6010 unisex Hipster brief)
6017	Hipsters III Incontinent Brief (Replaces Posey #6011 Incontinent Hipster II brief)

SIZE	WAIST SIZE	HIP SIZE
S	28-30"	35-37"
M	32-34"	39-41"
L	36-38"	43-45"
XL	40-42"	47-49"
XXL	44-46"	51-53"



Low Profile - Both styles fit discreetly under clothing.

Posey Hipsters Proven Effective in Laboratory Test



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company

An independent laboratory study was conducted to determine the most effective commercially available impact absorbing material. On July 2001, a test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guillotine to simulate a 1420 lb subject falling from a height of 36" or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660 G's and for purposes of comparison is just slightly less impact force than a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster III reduced the impact force by 90% and showed excellent impact energy absorption.

*Source: www.medscape.org

1-800-44-POSEY
800-767-3933 fax

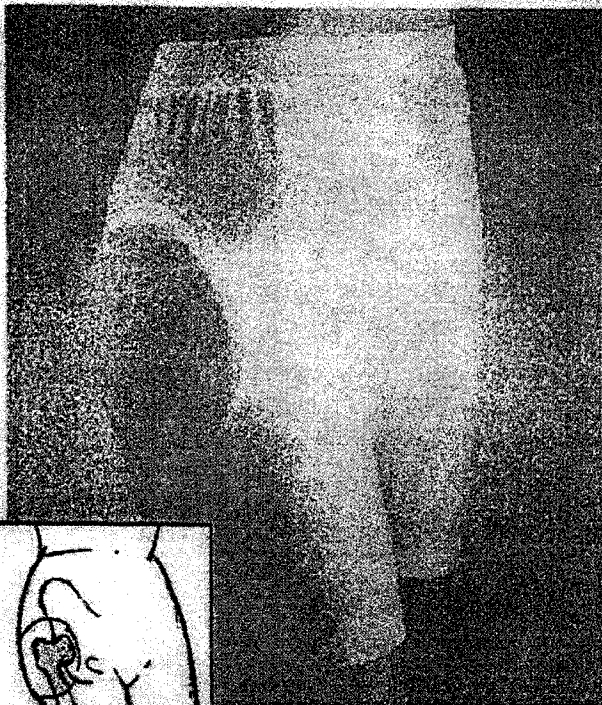
25

PC 1805

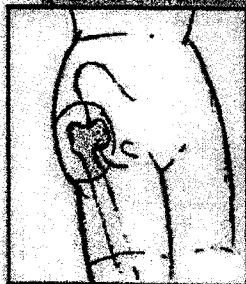
NEW!

Posey® Hipsters

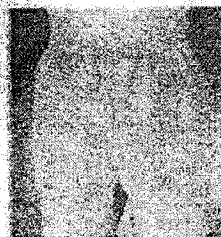
A better way to protect your patients.



#6016 Standard Unisex Brief



#6017 Incontinent Brief



Posey Hipsters can be worn discreetly under clothing.

- Soft foam pads help minimize potential damage that can occur from a fall.
- Low profile, 1/4" thick pads allow the Hipster to be virtually undetectable under clothing.
- Discreet low-profile pads with soft foam help improve patient compliance.
- **NO ASSEMBLY REQUIRED** – Completely launderable according to CDC standards for soiled linen **WITHOUT** removing the pads.
- 100% Latex Free
- Incontinent brief features a snap front for easier application over adult diapers. May also be worn as a male fly model.
- Available in five sizes to ensure proper fit.

Sizing Chart		
Size	Waist Measurement	Hip Measurement
S	28" - 30"	35" - 37"
M	32" - 34"	39" - 41"
L	36" - 38"	43" - 45"
XL	40" - 42"	47" - 49"
XXL	44" - 46"	51" - 53"

POSEY CA

Case Alternatives Division

For more information or to place an order, contact your Posey District Manager or call 1-800-44-POSEY

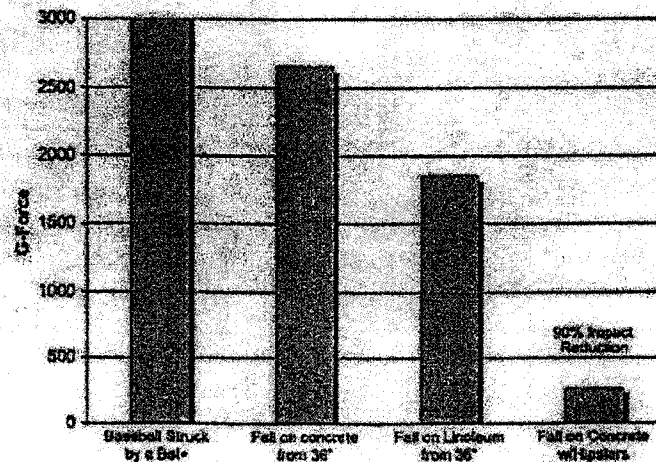
PC 3006

EXHIBIT 1

PART 3

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material as of July 2001. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120lb subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company
 *Source: www.madsol.org

Clinical References Supporting the Use of Hip Protectors

- Title:** External Hip Protectors to Prevent Osteoporotic Hip Fractures
Author: A. Elonen, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997 **PG 3007**
- Study Objectives:** Elonen and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the Lauritzen and colleagues 1993 reported findings.
- Results:** The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."
- Recommendations:** ~~With this information, it is recommended that hip protectors be used in nursing homes and other long-term care facilities to reduce the risk of hip fractures.~~
-
- Title:** Prevention Of Hip Fracture in Elderly People
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000
- Study Objectives:** The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.
- Results:** The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.
- Recommendations:** "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector. ~~Our study suggests that hip protectors should be used in nursing homes and other long-term care facilities to reduce the risk of hip fractures.~~

POSEY CA
Care Alternatives Division

Case 1:05-cv-10917-PBS

2002
Restraint Alternatives

PC 1029

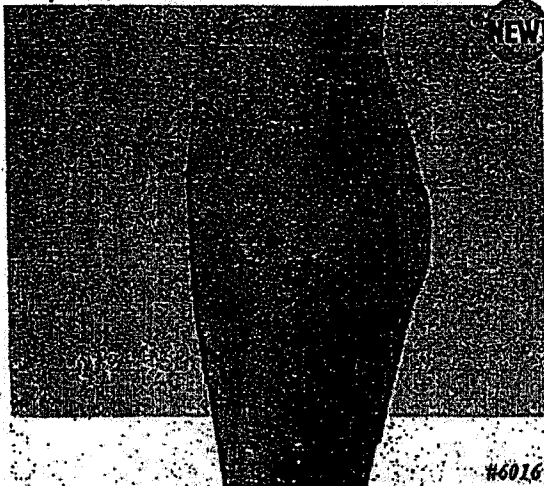
P O S E Y C A

Alternatives in Care

FALL PREVENTION

POSEY HIPSTER III

Indications: Patients at risk for falling; those at risk for hip fracture.



#6016



#6017

Several studies have documented the efficacy of external hip protectors in preventing hip fractures. The Posey Hipster III features impact absorbing pads over the critical fracture area to help minimize potential damage, including hip fractures that can occur from a fall. The brief is made from comfortable poly-cotton-Lycra® with a low-profile pad positioned over each hip. These low profile pads are sewn into a slim fitting brief allowing the Hipster III to be discreetly worn under clothing. The one-piece design allows for easy home or institutional laundering.

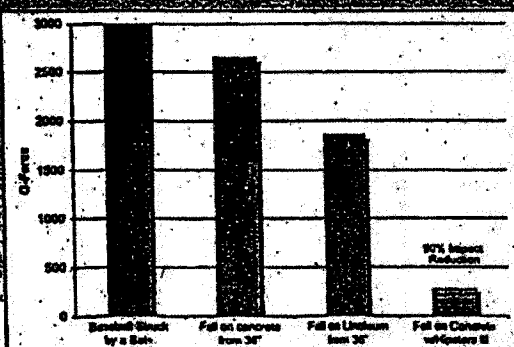
Hipster III is available in two styles; standard unisex and incontinent models. The standard unisex brief easily slips on over undergarments or can be worn as underwear. The incontinent brief features a snap front for easier application over adult diapers. The Hipster III fits comfortably around the patient's waist and features a latex-free elastic waistband. 47% polyester, 47% cotton, 6% Lycra. Latex-free.

MODEL	STYLE	
6016	Hipsters III Standard Brief (Replaces Posey #6010 unisex Hipster brief)	
6017	Hipsters III Incontinent Brief (Replaces Posey #6011 Incontinent Hipster II brief)	
SIZE	WAIST SIZE	HIP SIZE
S	28-30"	35-37"
M	32-34"	39-41"
L	36-38"	43-45"
XL	40-42"	47-49"
XXL	44-46"	51-53"



Low Profile - Both styles fit discreetly under clothing.

Posey Hipsters Proven Effective in Laboratory Test



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company

An independent laboratory study was conducted to determine the efficacy of the Posey Hipster III in reducing impact force during a fall. The study was conducted by Garwood Laboratories, July 2001. The study was designed to simulate a fall from a height of 36 inches onto a hard surface. The study was conducted on a subject wearing a standard brief and a subject wearing the Posey Hipster III. The results of the study showed that the Posey Hipster III significantly reduced the impact force during a fall. The impact force was reduced by 90% when the Posey Hipster III was worn. The study also showed that the Posey Hipster III was comfortable to wear and did not restrict movement.

*Source: www.trusted.org

1-800-44-POSEY

800-767-3933 fax

PC 1030

25

POSEY *CA*
Care Alternatives Division



 **POSEY**
PATIENT SAFETY DIVISION

PC 1031

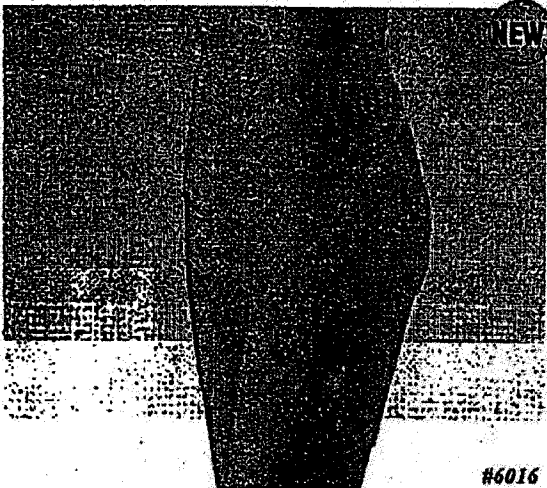
POSEY CA

Alternatives in Care

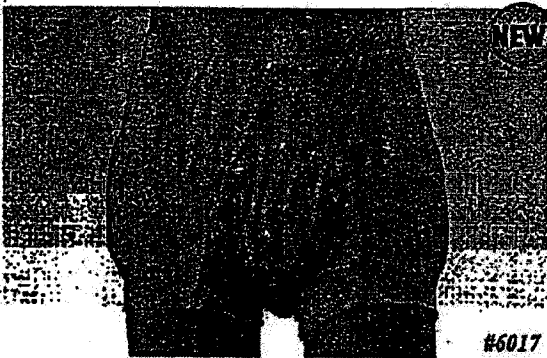
FALL PREVENTION

POSEY HIPSTER III

Indications: Patients at risk for falling; those at risk for hip fracture.



#6016

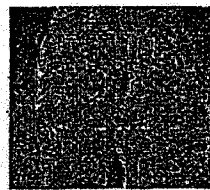


#6017

Several studies have documented the efficacy of external hip protectors in preventing hip fractures. The Posey Hipster III features impact absorbing pads over the critical fracture area to help minimize potential damage, including hip fractures that can occur from a fall. The brief is made from comfortable poly-cotton-Lycra® with a low-profile pad positioned over each hip. These low profile pads are sewn into a slim fitting brief allowing the Hipster III to be discreetly worn under clothing. The one-piece design allows for easy home or institutional laundering.

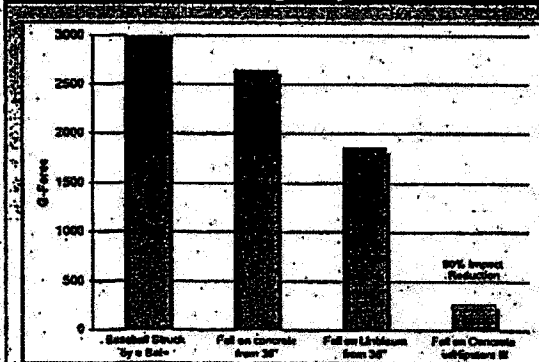
Hipster III is available in two styles; standard unisex and incontinent models. The standard unisex brief easily slips on over undergarments or can be worn as underwear. The incontinent brief features a snap front for easier application over adult diapers. The Hipster III fits comfortably around the patient's waist and features a latex-free elastic waistband. 47% polyester, 47% cotton, 6% Lycra. Latex-free.

CAT #	STYLE	
6016	Hipsters III Standard Brief (Replaces Posey #6010 unisex Hipster brief)	
6017	Hipsters III Incontinent Brief (Replaces Posey #6011 Incontinent Hipster II brief)	
SIZE	WAIST SIZE	HIP SIZE
S	28-30"	35-37"
M	32-34"	38-41"
L	36-38"	43-45"
XL	40-42"	47-49"
XXL	44-46"	51-53"



Low Profile - Both styles fit discreetly under clothing.

Posey Hipsters Proven Effective in Laboratory Test



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.L. Posey Company

An independent laboratory study was conducted to determine the most effective commercially available impact absorbing material. On July 2001, a test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, weight was placed in a guided drop to simulate a 120 lb. subject falling from a height of 36" to the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660 G's and, for purposes of comparison, is just slightly less impact force than a baseball being struck by a bat*. In this extreme test, the low profile Posey Hipster III reduced the impact force by 90% and showed excellent impact energy absorption.

*Source: www.muscle.org

1-800-44-POSEY
800-767-3933 fax

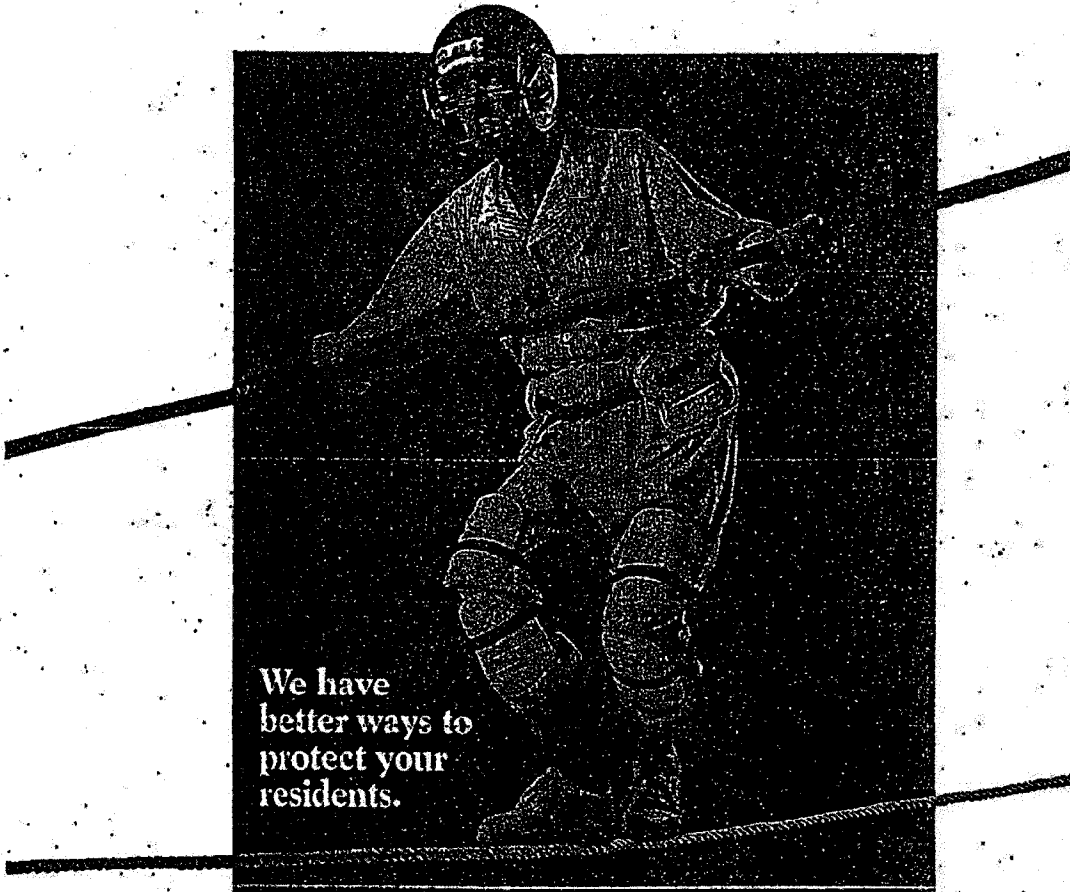
PC 1032

25

EXHIBIT 1

PART 4

FOR SOME RESIDENTS, EVERY FALL IS A BIG ONE.

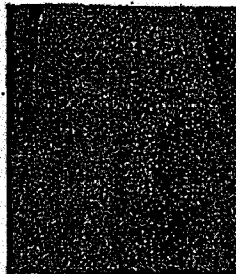


We have
better ways to
protect your
residents.

POSEY HIPSTERS

It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. High energy-absorbing, viscoelastic foam pads built into Hipsters increase the odds of surviving a fall uninjured. They are comfortable and slim enough to be virtually undetectable beneath clothing.

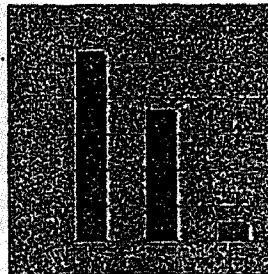
By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.



IMPACT REDUCED BY 90%

An independent laboratory study simulated the fall of a 120-lb object onto concrete from a height of 36". Posey Hipster pads reduced the impact force by 90%.

Data on file at J.T. Posey Company.



SPECIAL OFFER:
30-day no-obligation
free trial.

Test the new Hipster for
yourself at no charge.
Call or visit our Website
today to start your free trial.

POSEY CA

Care Alternatives Division

Fall Protection That Fits

©2003 J.T. Posey Company

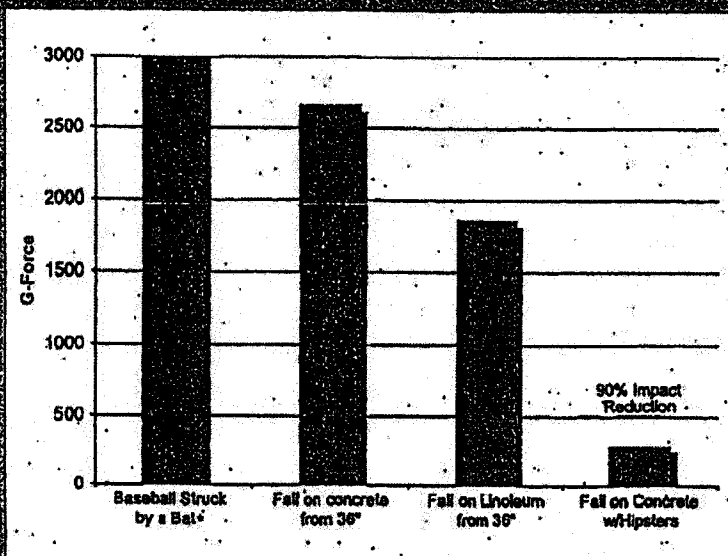
J.T. Posey Company, 5635 Peck Road, Arcadia, CA 91006-0020 www.posey.com 1-800-44-POSEY

CATLRF03 091702

PC 0410

1-800-44-POSEY

www.posey.com

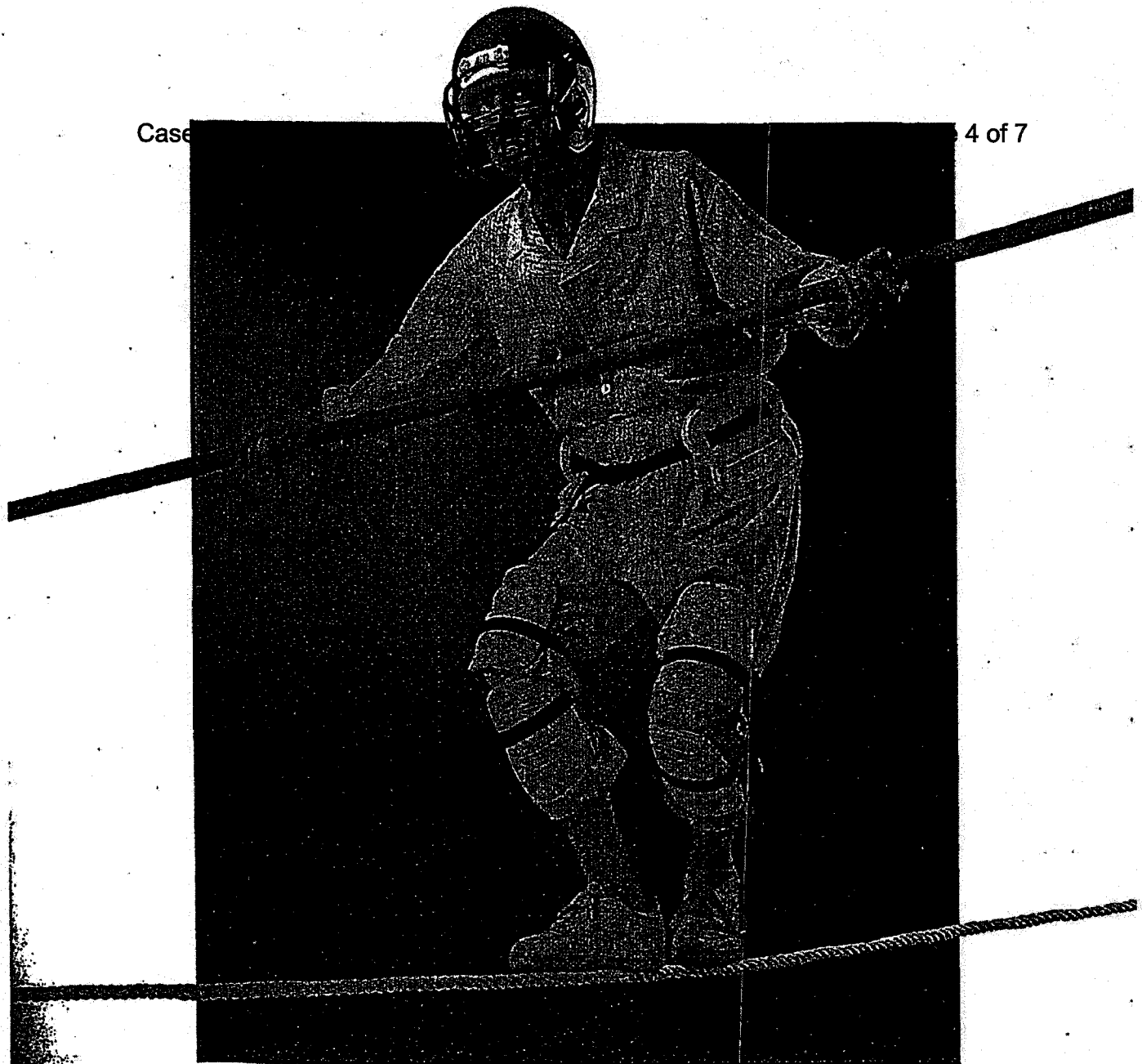
Posey Hipsters Proven Effective in Laboratory Test

FALL MANAGEMENT - FALL PROTECTION



PC 0411

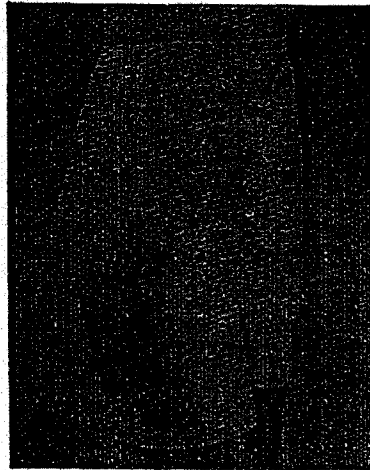
FOR SOME RESIDENTS, EVERY FALL IS A BIG ONE



POSEY CA
Care Alternatives Division

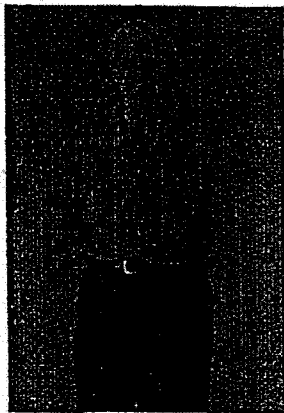
PC 1806

POSEY HIPSTERS PROTECT AGAINST INJURY FROM FALLS



It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. The Hipsters' high energy-absorbing foam pads are positioned precisely over the hip bones, increasing the odds of surviving a fall uninjured. The Hipsters are comfortable and slim enough to be virtually undetectable under clothing. By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.

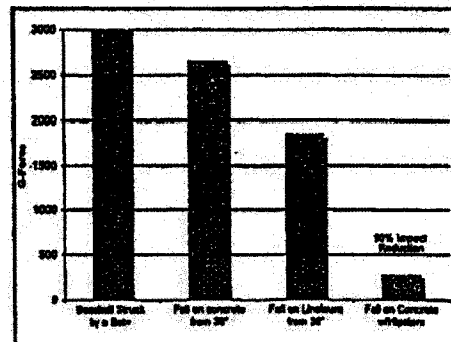
- High impact-absorbing viscoelastic pads protect hip bones against injury from falls
- Soft, comfortable pads improve compliance versus hard-shelled products
- Washable to CDC standards for soiled linen without removing the pads
- 100% latex-free
- Five sizes for correct fit
- Discreet, low-profile pads are virtually undetectable under clothing



*Low Profile -
All styles fit
discreetly
under men's
and women's
clothing.*

PROVEN IMPACT REDUCTION

In an independent laboratory, simulating a fall from a height of 36 inches, the Hipsters reduced the impact force by over 90%.



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company

POSEY CA
Care Alternatives Division

PC 1807

Special offer: 30-day no-risk free trial
Test the Posey Hipsters for yourself with no obligation to buy.

#6016 HIPSTERS STANDARD BRIEF

➤ Easily fits on over undergarments, or can be worn as underwear.

➤ Unisex sizing

#6017 INCONTINENT BRIEF

➤ Snap front for easier application over diaper

➤ Unisex sizing

#6018 MALE FLY BRIEF

➤ Easily fits on over undergarments, or can be worn as underwear

➤ Fly front for improved compliance in male residents

SIZING CHART		
Size	Waist Measurement	Hip Measurement
S	28" - 30"	35" - 37"
M	32" - 34"	39" - 41"
L	36" - 38"	43" - 45"
XL	40" - 42"	47" - 49"
XXL	44" - 48"	51" - 53"

FALL FACTS

The total annual cost of hip fractures is projected to reach \$249 billion by the year 2040.

(Source: Centers for Disease Control and Prevention, 3 Aug 2001, www.cdc.gov)

Approximately 95% of hip fractures are caused by falls.

(Source: Centers for Disease Control and Prevention, 3 Aug 2001, www.cdc.gov)

PC 1808

Clinical References Supporting the Use of Hip Protectors

Title: *External Hip Protectors to Prevent Osteoporotic Hip Fractures*
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations:

[REDACTED]

Title: *Prevention Of Hip Fracture in Elderly People*
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector."

[REDACTED]

Please detach and fax to 1-800-767-3933, or call us at 1-800-44-POSEY to start your trial

yes!

I want to take advantage of your 30-day trial offer. Please have a representative call me to discuss Posey Hipsters.



Name _____
 Title _____
 Institution _____
 Address _____
 City _____ State _____ Zip _____
 Telephone () _____ Best time to call _____ am _____ pm

Fax or mail to:



J.T. Posey Company
 Attn: Marketing Dept.
 5635 Peck Road
 Arcadia, CA 91006-0020
 Fax 800-767-3933

PC 1809

M8079 121302

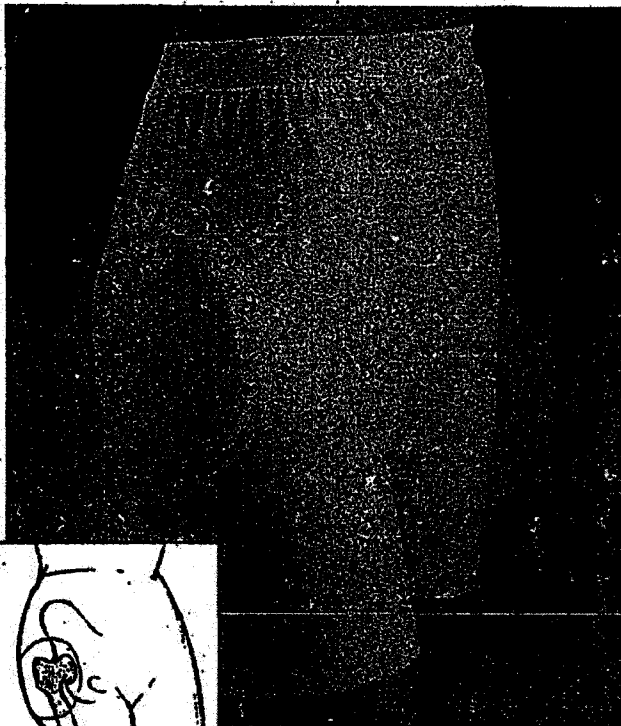
EXHIBIT 1

PART 5

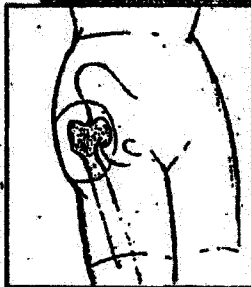
NEW!

Posey Hipsters

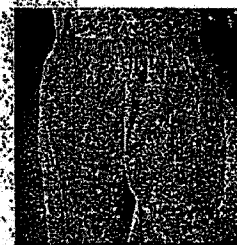
A better way to protect your patients.



#6016 Standard Unisex Brief



#6017 Incontinent Brief



Posey Hipsters can be worn discreetly under clothing.

- Soft foam pads help minimize potential damage that can occur from a fall.
- Low profile, $\frac{1}{4}$ " thick pads allow the Hipster to be virtually undetectable under clothing.
- Discreet low-profile pads with soft foam help improve patient compliance.
- **NO ASSEMBLY REQUIRED** – Completely launderable according to CDC standards for soiled linen **WITHOUT** removing the pads.
- 100% Latex Free
- Incontinent brief features a snap front for easier application over adult diapers. May also be worn as a male fly model.
- Available in five sizes to ensure proper fit.

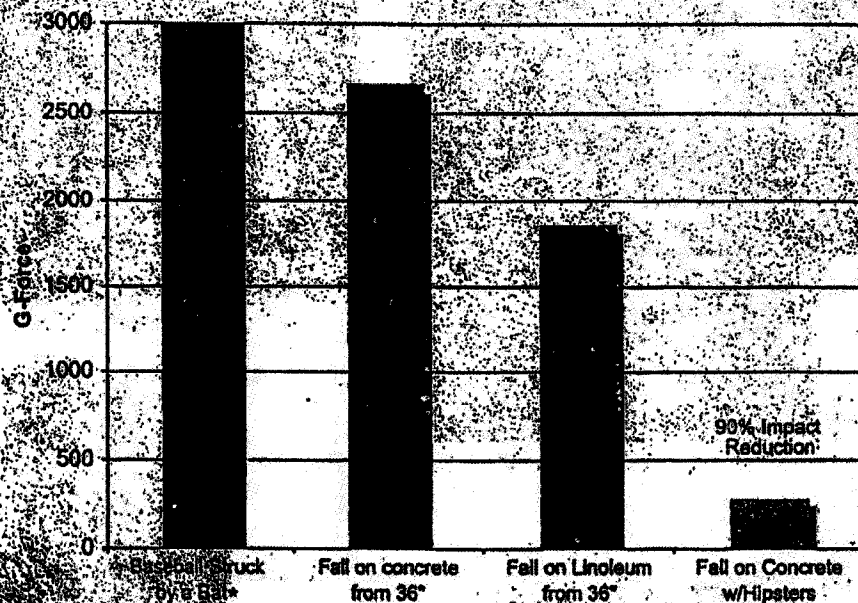
Size	Waist Measurement	Hip Measurement
S	28" - 30"	35" - 37"
M	32" - 34"	39" - 41"
L	36" - 38"	43" - 45"
XL	40" - 42"	47" - 49"
XXL	44" - 48"	51" - 53"

See reverse

PC 1025

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material as of July 2001. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120lb subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company.
*Source: www.madscl.org

POSEY CA
Care Alternatives Division

For more information or to place an order, contact your
Posey District Manager or call 1-800-44-POSEY

PC 1026

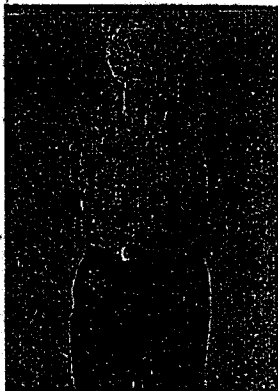
J.T. Posey Company, 5635 Peck Road, Arcadia, CA 91006-0029 • Phone 800-447-6739 • Fax 800-767-3933 • www.posey.com

POSEY HIPSTERS PROTECT AGAINST INJURY FROM FALLS



It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. The Hipsters' high energy-absorbing foam pads are positioned precisely over the hip bones, increasing the odds of surviving a fall uninjured. The Hipsters are comfortable and slim enough to be virtually undetectable under clothing. By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.

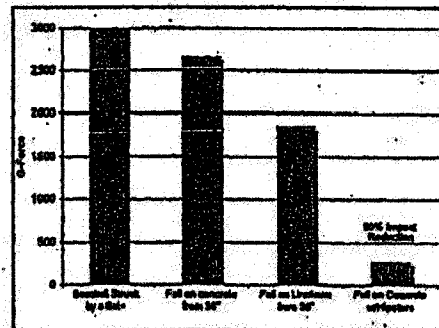
- High impact-absorbing viscoelastic pads protect hip bones against injury from falls
- Soft, comfortable pads improve compliance versus hard-shelled products
- Washable to CDC standards for soiled linen without removing the pads
- 100% latex-free
- Five sizes for correct fit
- Discreet, low-profile pads are virtually undetectable under clothing



*Low Profile -
All styles fit
discreetly
under men's
and women's
clothing.*

PROVEN IMPACT REDUCTION

In an independent laboratory, simulating a fall from a height of 36 inches, the Hipsters reduced the impact force by over 90%.



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company

POSEY CA
Care Alternatives Division

PC 0408

Special offer: 30-day no-risk free trial.
Test the Posey Hipsters for yourself with no obligation to buy.

Clinical References Supporting the Use of Hip Protectors

Title: *External Hip Protectors to Prevent Osteoporotic Hip Fractures*
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations: "With improved compliance, external hip protectors should be an effective prophylactic against hip fractures."

Title: *Prevention Of Hip Fracture in Elderly People*
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector. Only 41 persons need to use the hip protector for one year (or 8 persons, for five years) in order for one fracture to be prevented."

Please detach and fax to 1-800-767-3933, or call us at 1-800-44-POSEY to start your trial

yes!

I want to take advantage of your 30-day trial offer. Please have a representative call me to discuss Posey Hipsters.



Name _____
Title _____
Institution _____
Address _____
City _____ State _____ Zip _____
Telephone () _____ Best time to call _____ am _____ pm

Fax or mail to:



J.T. Posey Company
Attn: Marketing Dept.
5635 Peck Road
Arcadia, CA 91006-0020
Fax 800-767-3933

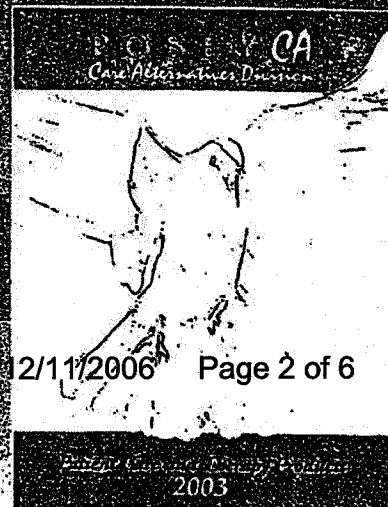
PC 0409

M6079 121302

EXHIBIT 1

PART 6

POSEY CA
Care Alternatives Division



12/11/2006 Page 2 of 6

Complete Healthcare Catalog 2003



POSEY
PATIENT SAFETY DIVISION

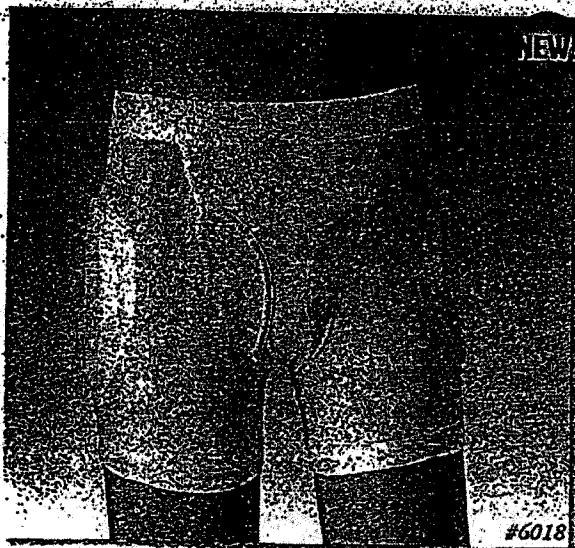
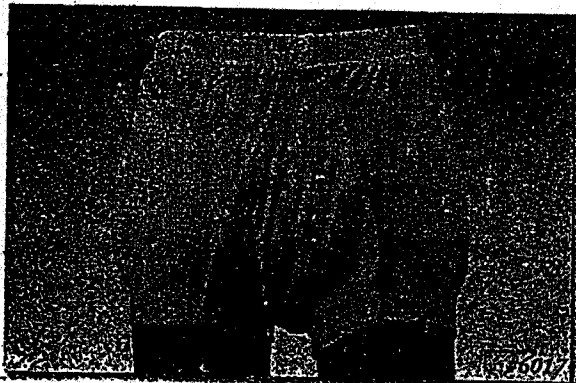
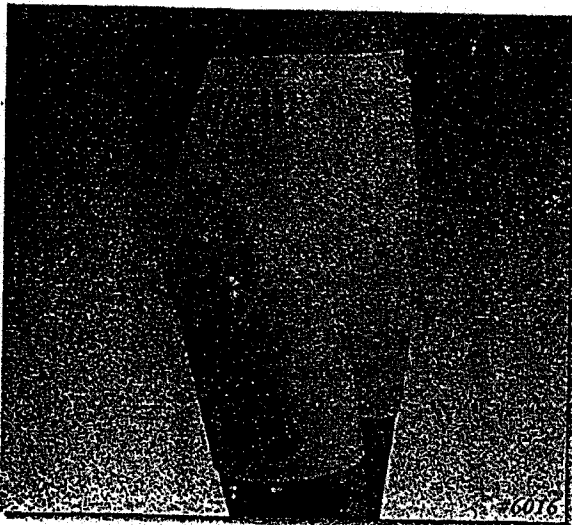
PC 1033

P O S E Y CA

Alternatives in Care

FALL MANAGEMENT - FALL PROTECTION

POSEY HIPSTERS



Studies have documented the efficacy of external hip protectors in preventing hip fractures. Posey Hipsters feature impact absorbing pads over the critical hip fracture area to minimize potential damage, including hip fractures, that can occur from a fall. The brief is made from comfortable poly-cotton-Lycra with a low profile pad positioned over each hip. These low profile pads are sewn into a slim fitting brief allowing the Hipsters to be discreetly worn under clothing. The one-piece design allows for easy home or institutional laundering.

Hipsters are available in three styles: standard unisex brief, male fly brief, and incontinent models. The standard unisex brief and male fly models easily slip on over undergarments or can be worn as underwear. The incontinent brief features a snap front for easier application over adult diapers. The Hipsters fit comfortably around the patient's waist and feature a latex-free elastic waistband. 47% polyester, 47% cotton, 6% Lycra. Latex-free.

CAT. #	STYLE
6016	Hipsters Standard Brief
6017	Hipsters Incontinent Brief
6018	Hipsters Male Fly Brief

SIZE	WAIST SIZE	HIP SIZE
S	28-30"	35-37"
M	32-34"	39-41"
L	36-38"	43-45"
XL	40-42"	47-49"
XXL	44-46"	51-53"



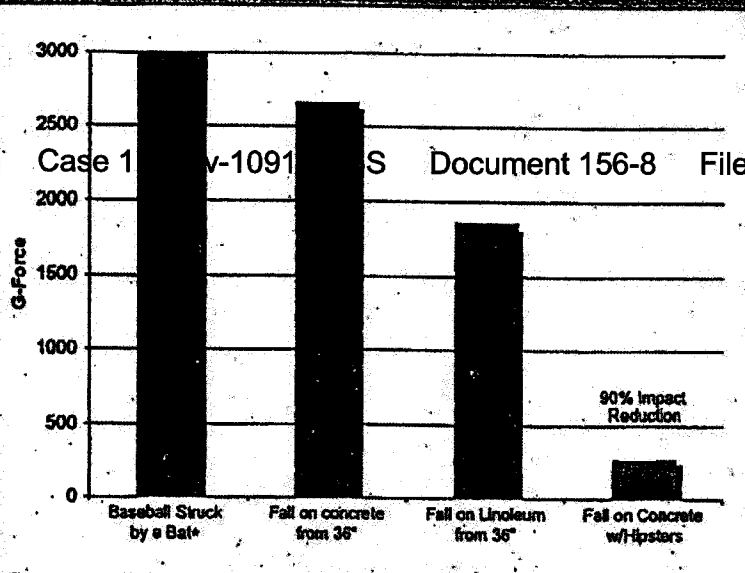
Low Profile
Both styles fit
discreetly
under clothing.

PC-1034

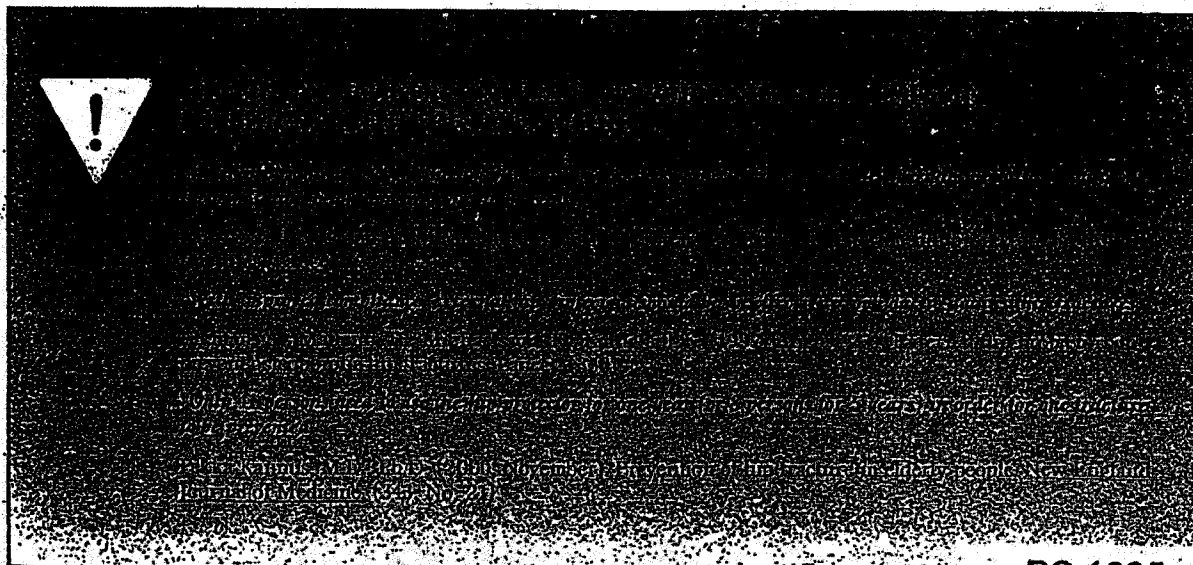
1-800-44-POSEY
www.posey.com

1-800-44-POSEY
www.posey.com

Posey Hipsters Proven Effective in Laboratory Test



FALL MANAGEMENT - FALL PROTECTION



PC 1035

FALL FACTS

In 1996, older Americans suffered hip fractures at a cost to society of \$10 billion.
(Source: George F. Poller, Cdr. MC, PhD in the Elderly, American Building Magazine, April 2000)



Posey® EZ On Hipsters™

In 1996, hospital admissions for hip fractures among people aged 65 and older totaled 340,000 and is expected to exceed 500,000 with a projected annual cost of \$240 billion by the year 2040.¹ Tragically, half of all older adults hospitalized for hip fractures cannot return home or live independently after their injury and about one quarter will die within one year due to the fracture or related complications.²

Several studies have documented the efficacy of external hip protectors in preventing hip fractures. These same studies also point out that patient compliance is a driving factor in product effectiveness. Posey Hipsters feature impact absorbing, soft foam pads over the critical fracture area to help minimize potential damage, including hip fractures that can occur from a fall. The low profile pads allow the Hipsters to be discreetly worn under clothing. These soft pads offer greater comfort when compared to hard shell style hip protectors. Patient comfort, coupled with the low profile design, helps increase patient compliance.

The EZ On Hipsters are applied around the waist and lower thigh using the hook-and-loop attachments, and allow the patients to wear their own undergarments. The mesh material is water permeable, allowing the EZ On Hipsters to be worn during bathing.

EZ On Hipsters feature removable pads. Although the pads are removable, the Hipsters can be laundered with the pads in place. Removing the pads prior to laundering will help prolong the life of the product.

While no product can provide complete protection from hip fractures, Posey Hipsters will help to minimize the potential for damage that can occur from a fall.

#6019 EZ On Hipsters

#6008 Replacement Pads, 1 pair

Application Instructions

1. Unfasten the hook and loop at the waist and thighs.
2. Wrap the garment around your waist. The labels should be oriented towards the back and on the inside of the waistband.
3. Fasten the hook and loop at the front of your waist. The waistband should be securely fastened to allow minimal shifting of the garment but should not feel tight or restrictive.
4. Pull the left panel taut over the left hip and thigh. The pad should be positioned directly over the hip joint.
5. Secure around the lower thigh using the hook and loop attachment. The elastic band should be tight enough to prevent the pad from sliding out of place without restricting circulation.
6. Repeat steps 4 and 5 on right side.

Laundering Instructions

Posey Hipsters may be washed according to CDC standards (see symbols below). Using the lower temperature washing and drying cycle for non-contaminated linen will prolong product life.

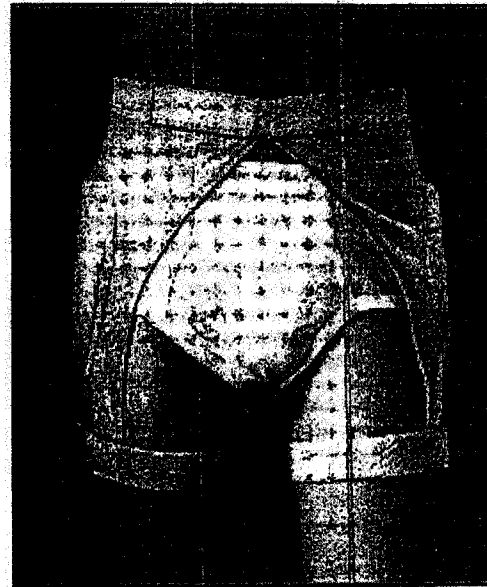
- If hook and loop does not adhere, it is most likely due to a collection of lint. Clean hook by brushing with a stiff brush.
- If pads are removed, wipe clean with mild, liquid disinfectant before replacing in the pants.



1 Centers for Disease Control and Prevention. 3 Aug 2001. www.cdc.gov. 2 Rubenstein, Laurence, M.D., M.P.H. (2000) Hip Protectors - A Breakthrough in Fracture Prevention. The New England Journal of Medicine
J.T. Posey Company 5635 Peck Road • Arcadia, CA 91006-0020 USA • Tel: 800-447-6739 or 626-443-3143 • Fax: 800-757-3933 or 626-443-5014 • www.posey.com
EU AUTH. PERSON: (MD0 6342/EEC) MDSS GmbH, Burchardstr. 1, D-30163, Hannover, Germany

© 2002 J.T. Posey Company. All rights reserved.

M5017 062003



#6019

Sizing Chart		
Size	Waist Measurement	Hip Measurement
S	28" - 30"	35" - 37"
M	32" - 34"	39" - 41"
L	36" - 38"	43" - 45"
XL	40" - 42"	47" - 49"
XXL	44" - 48"	51" - 53"

WARNING

Due to the random possibilities of fall characteristics, the Posey Company makes no guarantee, express or implied, that the user is protected from hip trauma. The skin under the pants should be assessed regularly and Hipsters should be changed and washed after each incontinent episode to prevent skin breakdown.

WARNING

- Posey Hipsters contain foam pads that are sealed in a pouch to protect the foam.
- If the pouch is cut or the seal is broken in laundering, moisture will enter the pouch and compromise the impact absorption quality of the foam.
- Test pouch and foam integrity by squeezing the pad in one fist, forcing the air to one end, resulting in an air bubble.
- If you hear or feel air or liquid escaping, or the foam feels soft and spongy, the pouch is damaged.
- Remove the damaged pouch and replace with a new one.

Confidential

HS2 000818

Clinical References Supporting the Use of Hip Protectors

Title: *External Hip Protectors to Prevent Osteoporotic Hip Fractures*
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations: "With improved compliance, external hip protectors should be an effective prophylactic against hip fractures."

Title: *Prevention Of Hip Fracture in Elderly People*
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

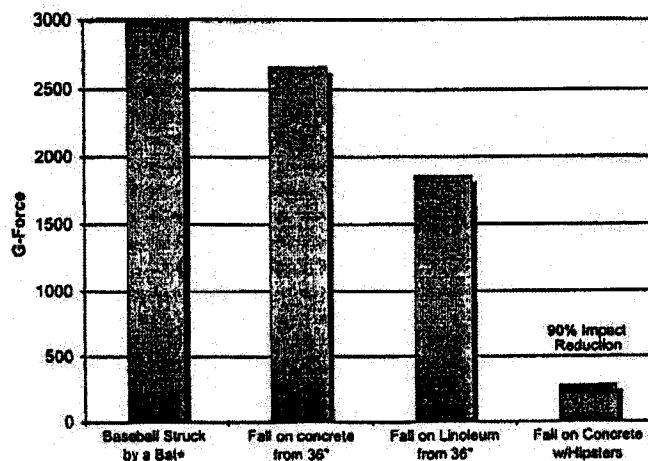
Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector. Only 41 persons need to use the hip protector for one year (or 8 persons, for five years) in order for one fracture to be prevented."

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material as of July 2001. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120lb subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company
 *Source: www.medsol.org

J.T. Posey Company, 5635 Peck Road, Arcadia, CA 91006-0020 • Phone 800-447-6739 • Fax 800-767-3933 • www.posey.com

EXHIBIT 1

PART 7



Posey® EZ On Hipsters™

In 1996, hospital admissions for hip fractures among people aged 65 and older totaled 340,000 and is expected to exceed 500,000 with a projected annual cost of \$240 billion by the year 2040.¹ Tragically, half of all older adults hospitalized for hip fractures cannot return home or live independently after their injury and about one quarter will die within one year due to the fracture or related complications.²

Several studies have documented the efficacy of external hip protectors in preventing hip fractures. These same studies also point out that patient compliance is a driving factor in product effectiveness. Posey Hipsters feature impact absorbing, soft foam pads over the critical fracture area to help minimize potential damage, including hip fractures that can occur from a fall. The low profile pads allow the Hipsters to be discreetly worn under clothing. These soft pads offer greater comfort when compared to hard shell style hip protectors. Patient comfort, coupled with the low profile design, helps increase patient compliance.

The EZ On Hipsters are applied around the waist and lower thigh using the hook-and-loop attachments, and allow the patients to wear their own undergarments. The mesh material is water permeable, allowing the EZ On Hipsters to be worn during bathing.

EZ On Hipsters feature removable pads. Although the pads are removable, the Hipsters can be laundered with the pads in place. Removing the pads prior to laundering will help prolong the life of the product.

While no product can provide complete protection from hip fractures, Posey Hipsters will help to minimize the potential for damage that can occur from a fall.

#6019 EZ On Hipsters

#6008 Replacement Pads, 1 pair

Application Instructions

1. Unfasten the hook and loop at the waist and thighs.
2. Wrap the garment around your waist. The labels should be oriented towards the back and on the inside of the waistband.
3. Fasten the hook and loop at the front of your waist. The waistband should be securely fastened to allow minimal shifting of the garment but should not feel tight or restrictive.
4. Pull the left panel unit over the left hip and thigh. The pad should be positioned directly over the hip joint.
5. Secure around the lower thigh using the hook and loop attachment. The elastic band should be tight enough to prevent the pad from sliding out of place without restricting circulation.
6. Repeat steps 4 and 5 on right side.



#6019

Sizing Chart

Size	Waist Measurement	Hip Measurement
S	28" - 30"	35" - 37"
M	32" - 34"	39" - 41"
L	36" - 38"	43" - 45"
XL	40" - 42"	47" - 49"
XXL	44" - 48"	51" - 53"

WARNING

Due to the random possibilities of fall characteristics, the Posey Company makes no guarantee, express or implied, that the user is protected from hip trauma. The skin under the pants should be inspected regularly and Hipsters should be changed and washed after each incontinent episode to prevent skin breakdown.

WARNING

Posey Hipsters contain foam pads that are sealed in a pouch to protect the foam.

If the pouch is cut or the seal is broken in laundering, moisture will enter the pouch and compromise the impact absorption quality of the foam.

Test pouch and foam integrity by squeezing the pad in one fist, forcing the air to one end, resulting in an air bubble.

If you hear or feel air or liquid escaping, or the foam feels soft and spongy, the pouch is damaged.

Remove the damaged pouch and replace with a new one.

Laundering Instructions

For longest garment life wash hot, dry on low and bleach as directed on container. Studies have shown that a satisfactory reduction in microbial contamination can be achieved at water temperatures lower than 160°F if laundry chemicals suitable for low-temperature washing are used at proper concentrations. In the home, normal washing and drying cycles including 'hot' or 'cold' cycles are adequate to ensure patient safety. Instructions of the manufacturer of the machine and the detergent or wash additive should be followed closely. Washing and drying cycles with higher temperatures will shorten garment life.

- If hook and loop does not adhere, it is most likely due to collection of lint. Clean hook by brushing with a stiff brush.
- If pads are removed, wipe clean with mild liquid disinfectant before replacing in the pants.



¹ Centers for Disease Control and Prevention, 5 Aug 2001, www.cdc.gov; ² Rahavanda, Lawrence, M.D., M.B.E. (2000) Hip Protectors - A Breakthrough in Fracture Prevention. The New England Journal of Medicine. 3 Center for Disease Control and Prevention, 27 Aug 2004, www.cdc.gov/ncipc/hip/orthopaedics.htm

J.T. Posey Company, 5635 Peck Road • Arcadia, CA 91006-0020 USA • Tel: 800-447-6739 or 626-443-3143 • Fax: 800-757-3933 or 626-443-5014 • www.posey.com
EU AUTH. PERSON: (MD) 534522CJ MOSS GmbH, Bielefeldstr. 1, D-20152, Harnover, Germany

©2002 J.T. Posey Company. All rights reserved.

PC 1071

M5017 092804

PC 001071

Clinical References Supporting the Use of Hip Protectors

Title: External Hip Protectors to Prevent Osteoporotic Hip Fractures
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations: With improved compliance, external hip protectors should be an effective prophylaxis against hip fractures.

Title: Prevention Of Hip Fracture in Elderly People
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector. Only if a sufficient number of the hip protector is worn over time does the risk of hip fracture become reduced."

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material as of July 2001. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120lb subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories, July 2001. Data on file at J.T. Posey Company
Source: www.medscrib.org

J.T. Posey Company, 5635 Peck Road, Arcadia, CA 91006-0020 • Phone 800-447-6739 • Fax 800-767-3933 • www.posey.com

PC 1072

PC 001072

HS2 000063

POSEY #6016 HIPSTERS STANDARD BRIEF

- Easily fits over undergarments, or can be worn as underwear.
- Under sizing.
- #6016H Standard Brief with high disability pads.

POSEY #6017 INCONTINENT BRIEF

- Soft front for easier application over diaper. Unisex sizing.
- #6017H Incontinent Brief with high disability pads.

POSEY #6018 MALE FLY BRIEF

- Easily fits over undergarments, or can be worn as underwear.
- Fly front for improved compliance in male residents.
- #6018H Male Fly Brief with high disability pads.

POSEY #6019 EZ-ON BRIEF

- Residents can wear their own undergarments.
- Can be worn in the shower.
- Hip pads can be removed for laundering or replacement.
- #6019H EZ-ON Brief with high disability pad.

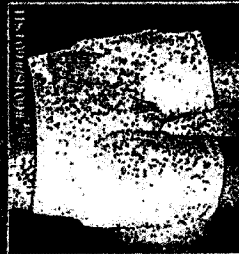
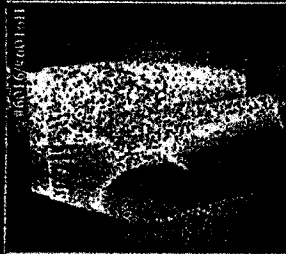
Size	Waist Measurement	Hip Measurement
S	28" - 30" or 71 - 76cm	35" - 37" or 89 - 94cm
M	30" - 32" or 76 - 81cm	37" - 41" or 94 - 104cm
L	32" - 34" or 81 - 86cm	41" - 45" or 104 - 114cm
XL	34" - 36" or 86 - 91cm	45" - 49" or 114 - 124cm
XXL	36" - 38" or 91 - 96cm	49" - 53" or 124 - 134cm

Poser Hip: Durability Hipsters contain denser foam than the standard Hipsters. This increased density adds to its ability to withstand higher hot washing and drying cycles.

LAUNDRY INSTRUCTIONS:

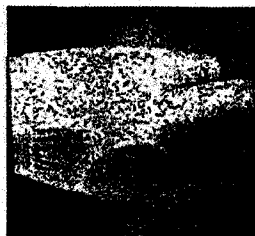
- Hipsters: Machine washable, tumble dry.
- High Disability Hipsters: Machine washable, tumble dry.

J.T. Poser Company
Avenal, CA 91006 USA
Tel: 800-447-6739
www.poser.com

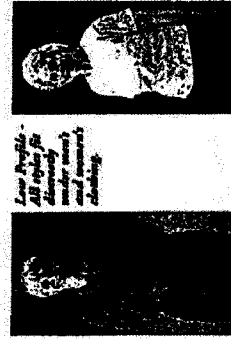


POSEY HIPSTERS HELP PROTECT AGAINST INJURY FROM FALLS

It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. The Hipsters' high energy-absorbing foam pads are positioned precisely over the hip bones, increasing the odds of surviving a fall uninjured. The Hipsters are comfortable and slim enough to be virtually undetectable under clothing. By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.

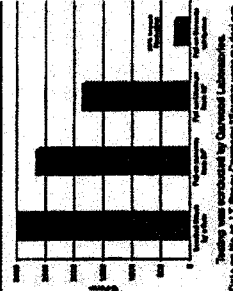


- High impact-absorbing viscoelastic pads protect hip bones against injury from falls
- Soft, comfortable pads improve compliance versus hard-shelled products
- Washable to CDC standards for soiled linen without removing the pads
- 100% latex-free
- Five sizes for correct fit
- Discreet, low-profile pads are virtually undetectable under clothing



Poser Hipsters Proven Effective in Laboratory Test

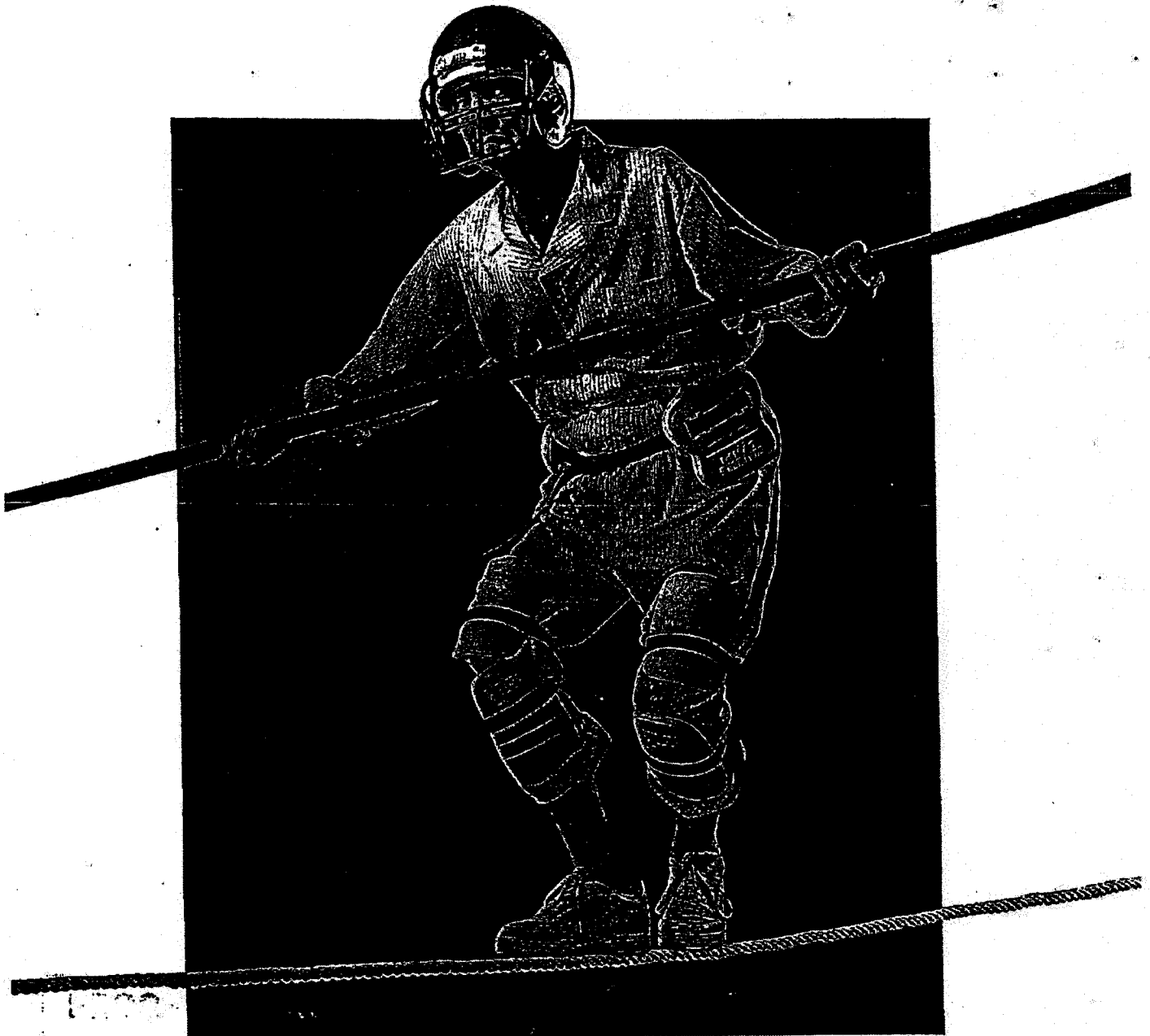
Poser engaged Carwood Laboratories to conduct testing to select a comfortable and effective impact absorbing material. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120 lb. subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The C-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this current test, the low profile Poser Hipster reduced the impact force on average by 90% and showed excellent impact energy absorption.



Testing was conducted by Carwood Laboratories. Data on file at J.T. Poser Company. *Source: www.jtposer.com

Special offer: 30-day no-risk free trial!
Test the Poser Hipsters for yourself with no obligation today!

FOR SOME RESIDENTS, EVERY FALL IS A BIG ONE

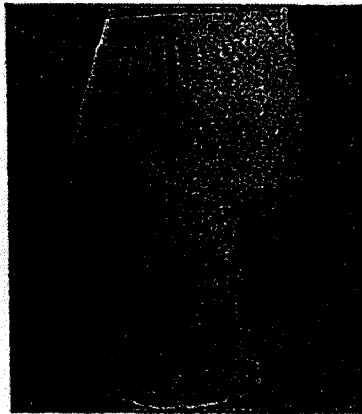


X
Klaus 6/8/05 3/10/05

 **Posey**
FIRST IN FALL PREVENTION

PC 1743

POSEY HIPSTERS HELP PROTECT AGAINST INJURY FROM FALLS



It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. The Hipsters' high energy-absorbing foam pads are positioned precisely over the hip bones, increasing the odds of surviving a fall uninjured. The Hipsters are comfortable and slim enough to be virtually undetectable under clothing. By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.

- High impact-absorbing viscoelastic pads protect hip bones against injury from falls
- Soft, comfortable pads improve compliance versus hard-shelled products
- Washable to CDC standards for soiled linen without removing the pads
- 100% latex-free
- Five sizes for correct fit
- Discreet, low-profile pads are virtually undetectable under clothing

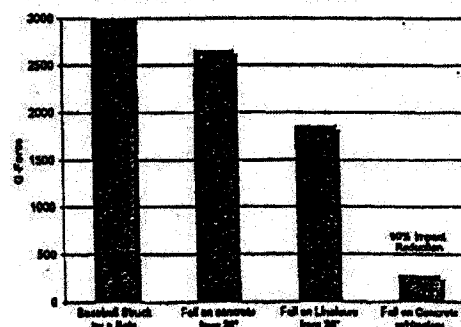


Low Profile - All styles fit discreetly under men's and women's clothing.



Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120 lb. subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force on average by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories.
Data on file at J.T. Posey Company *Source: www.madsci.org

Special offer: 30-day no-risk free trial.
Test the Posey Hipsters for yourself with no obligation to buy.

PC 1744



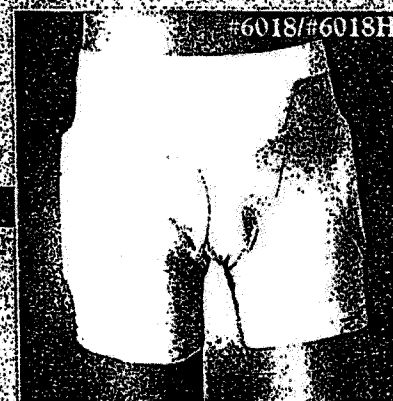
POSEY #6016 HIPSTERS STANDARD BRIEF

- Easily fits over undergarments, or can be worn as underwear.
- Unisex sizing.
- NEW** ➤ #6016H Standard Brief with high durability pads.



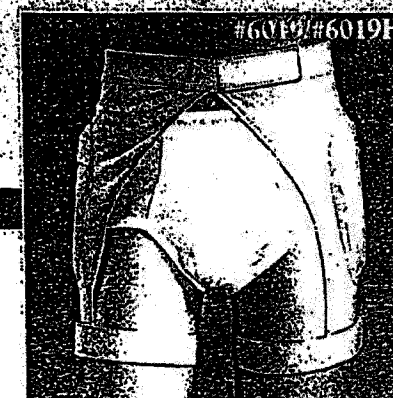
POSEY #6017 INCONTINENT BRIEF

- Snap front for easier application over diaper. Unisex sizing.
- NEW** ➤ #6017H Incontinent Brief with high durability pads.



POSEY #6018 MALE FLY BRIEF

- Easily fits over undergarments, or can be worn as underwear.
- Fly front for improved compliance in male residents.
- NEW** ➤ #6018H Male Fly Brief with high durability pads.



POSEY #6019 EZ-ON BRIEF

- Residents can wear their own undergarments.
- Can be worn in the shower.
- Hip pads can be removed for laundering or replacement.
- NEW** ➤ #6019H EZ-ON Brief with high durability pad.

SIZING CHART

Size	Waist Measurement	Hip Measurement
S	28" - 30" or 71 - 76cm	35" - 37" or 88 - 93cm
M	30" - 34" or 76 - 86cm	37" - 41" or 93 - 104cm
L	34" - 38" or 86 - 96cm	41" - 45" or 104 - 114cm
XL	38" - 42" or 96 - 106cm	45" - 49" or 114 - 124cm
XXL	42" - 46" or 106 - 116cm	49" - 53" or 124 - 134cm

Posey High Durability Hipsters contain denser foam than the standard Hipsters. This increased density aids in its ability to withstand higher hot washing and drying cycles.

LAUNDERING INSTRUCTIONS:

Hipsters WASH HOT BLEACH AS DIRECTED ON CONTAINER DRY ON MEDIUM

High Durability Hipsters WASH HOT 25 MIN. BLEACH AS DIRECTED ON CONTAINER DRY ON HIGH



J T Posey Company
Arcadia, CA 91006 USA
Tel: 800-447-6739
www.posey.com

PC 1745

Clinical References Supporting the Use of Hip Protectors

Title: *External Hip Protectors to Prevent Osteoporotic Hip Fractures*
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations: ~~With improved compliance, external hip protectors should be an effective prophylactic against hip fractures.~~

Title: *Prevention Of Hip Fracture In Elderly People*
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protector. ~~Only 13 persons needed to use the hip protector for one year (or 1 person for 15 years) in order for one fracture to be prevented.~~

Posey Hipsters can be washed according to CDC guidelines for soiled linen. Hipsters with high durability pads are designed to withstand laundering in large capacity machines at higher temperature hot (180°) washing and high temperature drying cycles.

Due to the random possibility of falls, the Posey Company makes no guarantee, express or implied, that the user is protected from hip trauma.

Please detach and fax to 1-626-443-5014, or call us at 1-800-44-POSEY to start your trial

yes!

I want to take advantage of your 30-day trial offer. Please have a representative call me to discuss Posey Hipsters.



Name _____
Title _____
Institution _____
Address _____
City _____ State _____ Zip _____
Telephone () _____ Best time to call _____ am _____ pm

Fax or mail to:



J.T. Posey Company
Attn: Marketing Dept.
5635 Peck Road
Arcadia, CA 91006-0020 USA
Fax 626-443-5014
www.posey.com

PC 1746

M8079 010305

EXHIBIT 1

PART 8

Clinical References Supporting the Use of Hip Protectors

Title: External Hip Protectors to Prevent Osteoporotic Hip Fractures
Author: A. Eklund, H. Mallin, K. Michaelson, S. Ljungvall
Publication: The Lancet, volume 350, August 23, 1997
Study Objectives: Eklund and colleagues conducted a controlled study on the use of hip protectors to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lanyon and colleagues in "Effect of external hip protectors on hip fractures."
Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."
Recommendations: "With improved compliance, external hip protectors should be an effective prophylactic against hip fractures."

Title: Prevention Of Hip Fracture in Elderly People
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000
Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.
Results: The degree of compliance with the hip protector was 48 ± 29%. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector; compared to 67 hip fractures in the control group.
Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an externally designed external hip protector. Only 41 persons need to use the hip protectors for one year (or 8 persons, for five years) in order for one fracture to be prevented."

Posey Hipsters can be washed according to CDC guidelines for soiled linen. Hipsters with high durability pads are designed to withstand laundering in large capacity machines at higher temperature hot (180°) washing and high temperature drying cycles.
 Due to the random possibility of falls, the Posey Company makes no guarantee, express or implied, that the user is protected from hip trauma.


Please attach and fax to 415-445-5014, or mail to 1-800-54-POSEY to enter your bid.



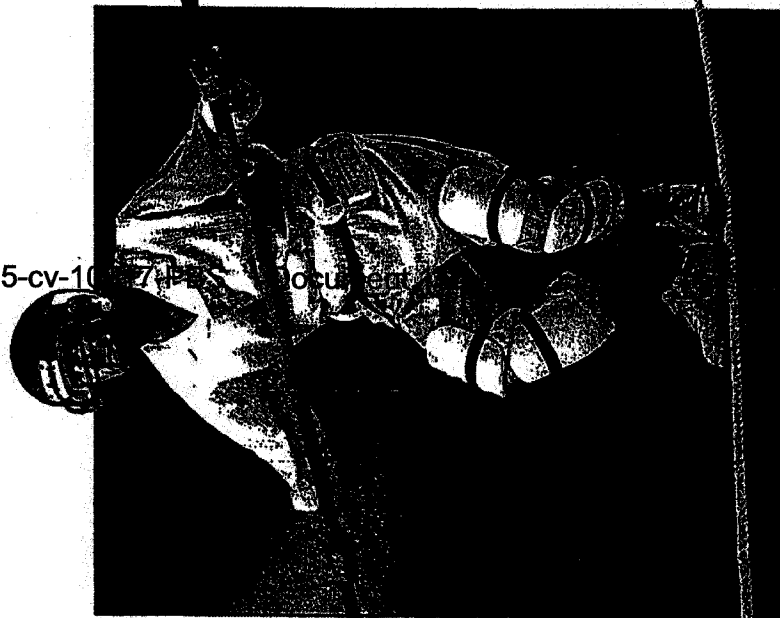
yes!

I want to take advantage of your 30-day trial offer. Please have a representative call me to discuss Posey Hipsters.

Name			
Title			
Institution			
Address			
City	State	Zip	
Telephone ()			

For or call us

 J.T. Posey Company
 Acute Medical Dept.
 5633 Peck Road
 Anaheim, CA 92606-0020 USA
 Fax: 415-445-5014
 www.posey.com
 14878 00000

FOR SOME RESIDENTS,
 EVERY FALL IS A BIG ONE

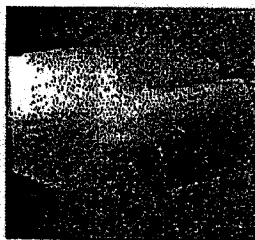



 FIRST IN FALL PREVENTION

4 of 7

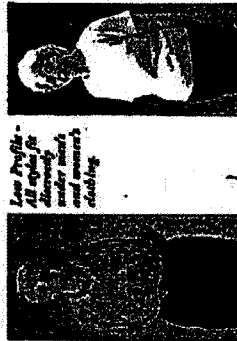
PC 0400

POSEY HIPSTERS HELP PROTECT AGAINST INJURY FROM FALLS



- High impact-absorbing viscoelastic pads protect hip bones against injury from falls
- Soft, comfortable pads improve compliance versus hard-shelled products
- Washable to CDC standards for soiled linen without removing the pads
- 100% latex-free
- Five sizes for correct fit
- Discreet, low-profile pads are virtually undetectable under clothing

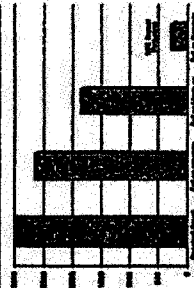
It's a long way down for residents at risk of injury from falls. You can greatly reduce that risk with Posey Hipsters. The Hipsters' high energy-absorbing foam pads are positioned precisely over the hip bones, increasing the odds of surviving a fall uninjured. The Hipsters are comfortable and slim enough to be virtually undetectable under clothing. By offering increased protection, Hipsters relieve residents' anxiety about falling and enhance their quality of life.



Low Profile -
All signs fit discreetly under men's and women's clothing

Posey Hipsters Proven Effective in Laboratory Test

Posey engaged Garwood Laboratories to conduct testing to select a comfortable and effective impact absorbing material. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120 lb. subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-force of a fall under this scenario was 2.660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force on average by 90% and showed excellent impact energy absorption.



Testing was conducted by Garwood Laboratories, One 8th St. S.E., Posey Company, Spencer, Iowa, 50482-1000

Special offer: 30-day no-risk free trial.
Test the Posey Hipsters for yourself with no obligation to buy.

POSEY #6016 HIPSTERS STANDARD BRIEF

- Easily fits over undergarments, or can be worn as underwear.
- Unisex sizing.
- #6016H Standard Brief with high durability pads.

POSEY #6017 INCONTINENT BRIEF

- Snap front for easier application over diaper. Unisex sizing.
- #6017H Incontinent Brief with high durability pads.

POSEY #6018 MALE FLY BRIEF

- Easily fits over undergarments, or can be worn as underwear.
- Fly front for improved compliance in male residents.
- #6018H Male Fly Brief with high durability pads.

POSEY #6019 EZ-ON BRIEF

- Residents can wear their own undergarments.
- Can be worn in the shower.
- Hip pads can be removed for laundering or replacement.
- #6019H EZ-ON Brief with high durability pad.

Size	Waist Measurement	Hip Measurement
S	28"-30" or 71-76cm	35"-37" or 89-94cm
M	30"-32" or 76-81cm	37"-41" or 94-104cm
L	32"-34" or 81-86cm	41"-45" or 104-114cm
XL	34"-36" or 86-91cm	45"-49" or 114-124cm
XXL	36"-38" or 91-96cm	49"-53" or 124-134cm

Posey High Durability Hipsters contain denser foam than the standard Hipsters. This increased density adds to the ability to withstand higher hot washing and drying cycles.

LAUNDERING INSTRUCTIONS:

- Hipsters: Machine washable, tumble dry.
- High Durability Hipsters: Machine washable, tumble dry.

J.T. Posey Company
Arcadia, CA 91006 USA
Tel: 800-441-6739
www.posey.com



PC 0401



Posey® Hipsters™

Posey Hipsters feature impact absorbing, soft foam pads over the critical fracture area to help minimize potential damage, including hip fractures that can occur from a fall.

Hipsters are available in four styles:

- Standard Unisex Brief easily fits over undergarments, or can be worn as underwear.
- Incontinent Brief features a snap front for easier application over adult diapers.
- Male Fly Brief easily fits over undergarments, or can be worn as underwear.
- EZ-On Brief features a crotchless design that allows patients to wear their own undergarments. The mesh material is water permeable, allowing the EZ On Hipster to be worn during bathing.



All Hipsters are available with original foam padding, or high durability padding designed to withstand laundering in large capacity machines at higher temperature hot washing cycles.

- REF 6016 Hipsters, Standard Brief**
- REF 6017 Hipsters, Incontinent Brief**
- REF 6018 Hipsters, Male Fly Brief**
- REF 6019 Hipsters, EZ On**
- REF 6008 Replacement Pads, 1 pair**
- REF 6016H Hipsters, High Durability Pads, Standard Brief**
- REF 6017H Hipsters, High Durability Pads, Incontinent Brief**
- REF 6018H Hipsters, High Durability Pads, Male Fly Brief**
- REF 6019H Hipsters, High Durability Pads, EZ On**
- REF 6008H Replacement High Durability Pads, 1 pair**

Application Instructions:

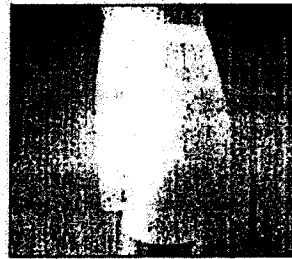
Standard, Male Fly and Incontinent Brief Models

With the Posey label in the back, put the Hipsters on as you would a pair of shorts, sliding them gently over the hips. Adjust to assure that the foam pads are properly aligned with and cover the hip joint.

EZ On Model

1. Unfasten the hook and loop at the waist and thighs.
2. Wrap the garment around your waist. The labels should be at the back and on the inside of the waistband.
3. Fasten the hook and loop at the front of your waist. The waistband should be securely fastened to allow minimal shifting of the garment, but should not feel tight or restrictive.
4. Pull the left panel taut over the left hip and thigh. The pad should be positioned directly over the hip joint.
5. Secure the leg band around the lower thigh using the hook and loop attachment. The elastic band should be tight enough to prevent the pad from sliding out of place without restricting circulation.
6. Repeat steps 4 and 5 on the right side.

1 Center for Disease Control and Prevention, 27 Aug 2004, www.cdc.gov/nccid/hipsters/laundry.htm



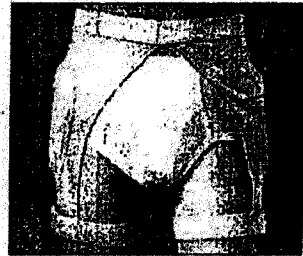
#6016 / #6016H



#6017 / #6017H



#6018 / #6018H



#6019 / #6019H

Laundrying Instructions

Posey Hipster with High Durability pads are designed to withstand laundering in higher temperature hot washing cycles. Hipsters can be washed according to CDC guidelines for soiled linen. However, using the lower temperature washing and drying cycle for non-contaminated linen will prolong product life. "Studies have shown that a satisfactory reduction of microbial contamination can be achieved at water temperatures lower than 160°F if laundry chemicals suitable for lower-temperature washing are used at proper concentrations. In the home, normal washing and drying cycles including 'hot' or 'cold' cycles are adequate to ensure patient safety. Manufacturers instructions for the machine and the detergent or wash additive should be followed closely."

- Adhere hook and loop straps before laundering to prevent lint build-up on hook during laundry cycle. If hook and loop does not adhere due to lint, clean hook material with a stiff brush.
- If EZ On pads are removed, wipe clean with mild, liquid disinfectant before replacing in the pants.

Hipsters



High Durability Hipsters



SIZING CHART		
Size	Waist Measurement	Hip Measurement
S	28" - 30" or 71 - 76cm	35" - 37" or 88 - 93cm
M	30" - 34" or 76 - 86cm	37" - 41" or 93 - 104cm
L	34" - 38" or 86 - 96cm	41" - 45" or 104 - 114cm
XL	38" - 42" or 96 - 106cm	45" - 49" or 114 - 124cm
XXL	42" - 46" or 106 - 116cm	49" - 53" or 124 - 134cm

J.T. Posey Company

5635 Peck Road • Arcadia, CA 91006-0020 USA • Tel: 800-447-6739 or 626-443-3143 • Fax: 800-767-3933 or 626-443-5014 • www.posey.com
© 2004 J.T. Posey Company. All rights reserved.



MOSS
Burchardstr. 1,
30163, Hannover, Germany
MR130_012405



HS2 000058

⚠ WARNING

Due to the random possibility of falls, the Posey Company makes no guarantee, express or implied, that the user is protected from hip trauma. The skin under the pants should be assessed regularly and Hipsters should be changed and washed after each incontinent episode to prevent skin breakdown.

Posey Hipsters contain foam pads that are sealed in a pouch to protect it from water. If the pouch is cut or the seal is broken during laundering, moisture will enter the pouch and may result in waterlogged foam. Waterlogged foam encased in the pouch may promote the growth of bacteria.

- Test the foam and pouch integrity by squeezing the pad in one fist, forcing the air to one end, resulting in an air bubble.
- If you hear or feel liquid or air escaping, the pouch is damaged.
- If the pouch is damaged, discontinue use and discard.

Clinical References Supporting the Use of Hip Protectors

Title: *External Hip Protectors to Prevent Osteoporotic Hip Fractures*
Author: A. Ekman, H. Mallmin, K. Michaëlsson, S. Ljunghall
Publication: The Lancet, volume 350, August 23, 1997

Study Objectives: Ekman and colleagues conducted a controlled study on the use of hip protection to prevent hip fractures. One expectation was to either confirm or disprove the 1993 reported findings of J.B. Lauritzen and colleagues in "Effect of external hip protectors on hip fractures."

Results: The use of hip protectors as preventative treatment for hip fractures was validated. "Our study confirms a reduced risk for hip fractures of the same magnitude as the previous report."

Recommendations: "With improved compliance, external hip protectors should be an effective prophylactic against hip fractures."

Title: *Prevention Of Hip Fracture in Elderly People*
Author: Pekka Kannus, M.D., Ph.D., et al
Publication: The New England Journal of Medicine, Vol. 343, No. 21, November 21, 2000

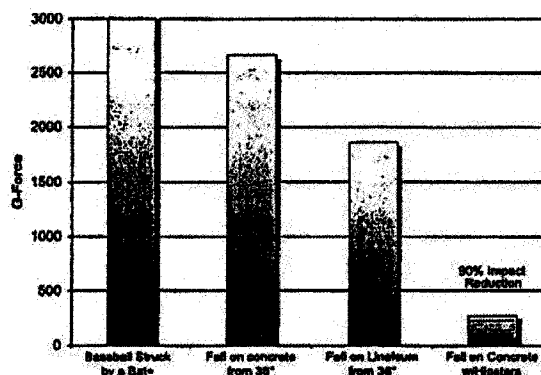
Study Objectives: The purpose of this study was "to determine whether an external hip protector would be effective in preventing hip fractures among elderly adults." The study population was comprised of elderly adults from 22 community based health-care centers in Finland; a treatment group of 653 and a control group of 1,148 participants.

Results: The degree of compliance with the hip protector was $48 \pm 29\%$. The hip protector group suffered 13 hip fractures, 9 of which occurred while not wearing the hip protector, compared to 67 hip fractures in the control group.

Recommendations: "We conclude that the risk of hip fractures can be reduced in frail elderly adults through the use of an anatomically designed external hip protectors. Only 41 persons need to use the hip protector for one year (or 8 persons for five years) in order for one fracture to be prevented."

Posey Hipsters Proven Effective in Laboratory Test

An independent laboratory study was conducted to determine the most effective impact absorbing material. A test was created that would simulate a fall causing direct impact to the greater trochanter. In this study, a weight was released in a guided drop to simulate a 120 lb. subject falling from a height of 36", or the estimated height of the hip above the floor for a typical nursing home resident. The baseline measurement of impact force was determined to be a fall directly onto concrete. The G-Force of a fall under this scenario was 2,660G's and, for purposes of comparison, is just slightly less impact force than that of a baseball being struck by a bat. In this extreme test, the low profile Posey Hipster reduced the impact force on average by 90% and showed excellent impact energy absorption.



Testing was conducted by Gerwood Laboratories.
 Data on file at J.T. Posey Company *Source: www.medsci.org

J.T. Posey Company, 5635 Peck Road, Arcadia, CA 91006-0020 • Phone 800-447-6739 • Fax 800-767-3933 • www.posey.com

HS2 000059